



# STATE OVERVIEW: MICHIGAN



- **Office Created:** 2019
- **Created by:** Governor's [Press Release](#) and Memorandum of Understanding (MOU)
- **Signed Confluence Accords:** 2019
- **Agency:** Department of Natural Resources and Michigan Economic Development Corporation
- **Funding:** Executive Budget
- **Advisory Board:** 18 Members

- **Population:** 10.050 million
- **Top Outdoor Industries:** Boating/Fishing, RVing, Hunting/Shooting/Trapping, Motorcycling/ATVing, Equestrian
- **Top Outdoor Destinations:** Sleeping Bear Dunes and Pictured Rocks National Lakeshores, Thunder Bay National Shipwreck Sanctuary, Mackinac Island

## BRIEF HISTORY

Governor Gretchen Whitmer created the Michigan Outdoor Recreation Industry Office in 2019, building on the previous administration's Blue Ribbon Task Force on Parks and Outdoor Recreation (2012) and the appointment of the Michigan Outdoor Recreation Advisory Council (2018). The Office is a unique multi-agency partnership, and operates out of the Michigan Department of Natural Resources as a joint project with the Michigan Economic Development Corporation, with the mission to support and grow the outdoor recreation lifestyle industry, improve public health and wellness, increase access to outdoor industry careers, and enhance conservation and stewardship of natural resources.

## STATE SUCCESSES

- ✓ **Investments in State Parks:** Michigan dedicated \$250 million in federal recovery funds to State Parks and Recreation maintenance needs, and \$150 million to local parks and recreation needs ranging from ski jumping facilities to local trail connections.
- ✓ **Outdoor Industry Cohort:** Launched the first Outdoor Industry Cohort, an inaugural class of outdoor recreation businesses working to develop and incorporate environmental/sustainability and social/inclusion benchmarks in their operations.
- ✓ **Outdoor Industry Supplier Summit:** Office hosted the first Michigan Outdoor Industry Supplier Summit with the Governor's Office and the Outdoor Recreation Roundtable. More than 330 people registered and took part in keynote sessions and virtually buyer/supplier matchmaking meetings.

### The Outdoor Recreation Economy Impact in Michigan

**Direct Jobs:** 109,595

**Wages and Salaries:** \$5.0 billion

**Total Outdoor Recreation Value Added:** \$10.8 billion

  
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